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Voice Mail 800-757-8255, Ext. 48795

6/10/97

PINE LESSER & SONS
121 LAKEVIEW AVE
CLIFTON, NJ 07011

Re: July/August '97 Salem .30 off Tear Tape Promotion
for Identified Convenience and Gas Accounts

Attached is the information you will need to work the above promotion:

- Send # of plain white cartons of each style Salem out week of 6/30/97.
-Send only one packed display of Salem out with any balance of product as back up stock.
- Disc Reporting: please be sure you report discounted carton of each style Salem

If you have any questions please let me know.

Thanks,

Lanny Wolfe

51850 1893



R. J. Reynolds Tobacco Company Presents
July/August '97 **Salem** .30 off Tear Tape PROMOTION
for Identified Convenience and Gas Accounts

Account: **#PINE LESSER & SONS 363720**

Brand	<i>Salem</i>
Promotion	.30 off Tear Tape

- Deal**
- Send # of plain white cartons of each of the .30 off tear tape Salem styles listed on attached sheets
 - Pack and send only one display with 1 carton each of the following styles:
 - Salem King
 - Salem 100
 - Salem Light
 - Salem Light 100
 - Send balance of plain white ctrs as back up stock to refill display
- Disc Reporting**
- Assign unique item #s to:
- Salem King .30 off per pack discounted product: One discounted carton of Salem King at 200sticks
 - Salem 100 .30 off per pack discounted product: One discounted carton of Salem 100 at 200sticks
 - Salem Light .30 off per pack discounted product: One discounted carton of Salem Light at 200sticks
 - Salem Lights 100 .30 off per pack discounted product: One discounted carton of Salem Light 100 at 200sticks
 - **Payment will be made based on the # of discounted cartons of Salem reported on disc during the promotion period**
- Allocation (cs)**
- 1 Salem King (12M)
 - 1 Salem 100 (12M)
 - 1 Salem Light (12M)
 - 1 Salem Light 100 (12M)
- Delivery Date**
- 6/30/97
- EFT \$ Amount**
- **\$1,438.48**
- Displays**
- Send only one display to each retail account with back up product to refill display
 - 5 (one for each retail store)
- Billing**
- \$3.00 per carton off invoice for each Salem carton sent out
- Packing and shipping payment**
- 14.00 per 12M equivalent

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ACCT	FULL NAME	ST #	ADDR1	CITY	ST	ZIP	PRI WHLR	PRI WHLSR NAME	VAP#	SK	SLT	S100	SL100	DIS- PLAYS
771657	KRAUSZERS #89		CORNERHORN & RT. 517	HACKETTSTOWN	NJ	7840	363720	PINE LESSER & SONS	0	6	6	6	6	1
609129	MURRAY'S MARKET		342 MAIN ST	OGDENSBURG	NJ	7439	363720	PINE LESSER & SONS	52025	4	4	4	4	1
708986	E & S FUEL		RT 515	VERNON	NJ	7462	363720	PINE LESSER & SONS	0	4	4	4	4	1
690552	MARKET PLACE 2		5561 BERSHIRE RD.	MILTON	NJ	7438	363720	PINE LESSER & SONS	0	5	5	5	5	1
735521	NEWTON NEWS		75 SPRING ST	NEWTON	NJ	7860	363720	PINE LESSER & SONS	0	3	3	3	3	1
								PINE LESSER & SONS Total		22	22	22	22	5